

WARATAH-WYNYARD ARTS & CULTURE STRATEGY 2026–2031 ACTION PLAN

Ver 1 08/12/2025

Ver 2 27/01/26

Ver 3 04/02/26

WARATAH-WYNYARD ARTS & CULTURE STRATEGY 2026–2031 ACTION PLAN

THEME 1 - PUBLIC ART

| Action | Timeframe | Lead / Partners | Resourcing | Success Indicators |
|---|-----------|--|---|---|
| 1.1 Undertake and complete a full digitised audit of Council’s art collection | 2026–2027 | Manager Community Activation; Public Art Advisory Group | Existing operational budget | Digitised database completed; publicly accessible record online |
| 1.2 Integrate public art into new capital works, streetscape and open space projects that shape civic places and the public realm | Ongoing | Infrastructure; Manager Community Activation; Project Managers; External designers | New investment required per project | % of capital projects featuring integrated cultural elements |
| 1.3 Strengthen creative sector networks (local artists, ArtScape, heritage groups, community orgs) | 2026–2031 | Community Development | Existing operational budget | Attend networking events; documented collaborations |
| 1.4 Support community-led ideas through Community Activation Grants | 2026–2031 | Community Development | Existing Community Activation Grants budget | Increase in funded projects; geographic and demographic spread |
| 1.5 Commission at least one significant public artwork per year, subject to funding, priorities and place-based opportunities | 2026–2031 | Manager Community Activation; Public Art Advisory Group | Capital works allocation + grants | Number of works installed; community satisfaction rating |
| 1.6 Promote and showcase regional artists through exhibitions, digital channels and events | 2026–2031 | Tourism Officer; Wonders of Wynyard staff; Athenaeum Hall volunteers; Communications | Existing | Increased exposure; artist feedback |

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THEME 2 - HERITAGE AND CULTURE

| Action | Timeframe | Lead / Partners | Resourcing | Success Indicators |
|--|-----------|--|--------------------------|---|
| 2.1 Implement relevant cultural actions from the Reconciliation Action Plan | 2026–2031 | RAP (Events) Officer; RAP Working Group | Existing commitments | Increased visibility of Aboriginal culture in public spaces; RAP reporting measures |
| 2.2 Develop a coordinated approach to local stories and cultural interpretation | 2026–2028 | RAP (Events) Officer; Historical Society; Wonders of Wynyard; Aboriginal organisations | Existing | Number of sites with interpretation; visitor engagement |
| 2.3 Work with community groups and organisations to support heritage protection and preservation, including collections, archives and heritage sites | 2026–2031 | Heritage groups; Planning | Existing + grant funding | Condition of collections; number of conservation actions completed |
| 2.4 Facilitate connections between arts, cultural and heritage groups | 2026–2031 | Community Development | Existing | Cross-organisational projects; shared resources utilised |
| 2.5 Advocate for Council's cultural and heritage needs at state and federal levels | 2025–2030 | Executive; Manager Community Activation | Existing | Grants secured; invitations to strategic forums |

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THEME 3 - EVENTS

| Action | Timeframe | Lead / Partners | Resourcing | Success Indicators |
|--|-----------|--|----------------------------------|---|
| 3.1 Develop a publicly accessible online calendar of festivals and events | 2026 | Communications; Events | Existing | Calendar live; user engagement metrics |
| 3.2 Refresh Council's event program to strengthen cultural focus, innovation and accessibility | 2025–2026 | Events Team; Community Development; Manager Community Activation | Moderate investment | Event attendance; diversity of participants; qualitative feedback |
| 3.3 Incorporate sustainability principles into event planning (waste, energy, local suppliers) | 2026–2031 | Events; Environment team | Existing; targeted grant funding | Reduction in event waste; local supplier participation |
| 3.4 Expand access to arts programs so audiences reflect municipal diversity | 2027–2031 | Community Development; Community orgs | Moderate | Participation increases; representation of priority groups |
| 3.5 Champion gender equality, cultural diversity and inclusion in event guidelines | 2026–2028 | Events Team | Existing | Updated guidelines; compliance monitoring |
| 3.6 Balance local creative opportunities as a priority, with curated external talent | 2026–2031 | Events Team; Community Development | Existing | Mix of local and visiting artists; community satisfaction ratings |

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THEME 4 - ACCESSIBILITY

| Action | Timeframe | Lead / Partners | Resourcing | Success Indicators |
|--|-----------|---|------------|---|
| 4.1 Conduct accessibility audits of cultural spaces (Halls, gallery areas etc) | 2026–2028 | Manager Community Activation; Wonders of Wynyard staff; Atheneum Hall volunteers; Tourism Officer | Minor | Completed audits; improvements identified and prioritised |
| 4.2 Implement Accessibility Strategy actions relevant to arts and culture | 2026–2031 | Manager Community Activation | Existing | Yearly progress reporting |
| 4.3 Develop inclusive participation pathways for community arts (e.g., low-cost workshops, access supports) | 2027–2031 | Manager Community Activation; Community Development; Community orgs | Moderate | Increased participation from people with disability, seniors, youth |
| 4.4 Ensure all cultural communications are accessible (plain English, visual clarity, options for alt text etc.) | 2026–2031 | Communications | Existing | Compliance with accessibility standards |

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THEME 5 - ENVIRONMENT & PLACEMAKING

| Action | Timeframe | Lead / Partners | Resourcing | Success Indicators |
|---|-----------|--|--------------------------|---|
| 5.1 Deliver relevant actions from the Interim Climate & Environment Plan (ICEP) through creative projects | 2026–2031 | Environment; Manager Community Activation | Project-based investment | Number of creative environmental projects |
| 5.2 Deliver Settlement Strategy cultural placemaking actions | 2026–2031 | Infrastructure; Manager Community Activation | Capital budget | New placemaking features delivered |
| 5.3 Expand use of recycled and sustainable materials in cultural projects | 2027–2031 | Manager Community Activation; Waste team | Small | Materials reused; waste reduction metrics |
| 5.4 Increase use of digital tools (QR codes, multimedia storytelling, digital archives) | 2026–2031 | IT; Communications; Manager Community Activation | Existing + small grants | Number of digital storytelling sites |
| 5.5 Embed place-based storytelling in new cultural projects | 2026–2031 | Manager Community Activation; Project Managers; Historical Society | Existing | Consistent storytelling framework |

MEASUREMENT & REPORTING

A public Arts & Culture Annual Report will be produced in February of each year.